Introduction

In today's competitive scenario, where each and every consumer wants value for their money be it either high street fashion brands like Dior, Louis Vuitton, Prada etc. or Consumer Packaged Goods which is preferably known as fast moving consumer goods. When we talk about high street fashion brands, consumers are ready to spend more income on acquisition of the said branded stuff without seeking any other available alternative option. This is the case of loyal consumers with high level of income, whodoesn't bother about spending their savings in acquiring the possession of well-known branded products.

But the scenario is little – bit different in case of FMCG sector, where consumers spend their savings differently in acquiring the possession of fast moving consumer goods especially in the South Asian Market. South Asian Market includes Bangladesh, India, Pakistan& Sri Lanka.

This study is mainly focus on Indian consumers. Indian consumers are regarded as highly price sensitive consumers who want value for their each and every spent penny.

"Price Sensitivity can be defined as the consciousness of the customers to cost windows or range within which they make dealings." All the customers are always price sensitive and concentrate basically to buy products on cheap rates.

Price sensitivity is the main reason which influences the consumer buying behavior towards FMCG products, which motivates the manufacturing firms to launch various kinds of similar products under the same head in order to increase its market share with available adequate resources by targeting the consumers of each income level i.e., high, middle and low. For instance, **HUL in detergent category launch Surf Excel for high income level consumers, Rin for middle income level consumers and Wheel for rural market. Whereas ITC in soap category launch Fiama di Wills for high income level consumers, Vivel di Wills for middle level income consumers and Superia for rural market.**

By launching flagship and flanker brands, manufacturing firms can target high, middle and low income level consumers.

Flagship is the main brand which is offered by any company to its customers. Generally, flagship brand caters the need of high income profile consumers who doesn't bother to spend their savings on the acquisition of high –priced FMCG products. For example, P&G launch

Ariel as its flagship brand in detergent category. HUL launch Dove in hair care category. ITC launch Fiama di Wills in soap category.

Flanker brand is a new brand introduced into the market by a company that already has an established brand in the same product category.The new brand is designed to compete intothe same product category without damaging the existing item's market share by targeting a different group/set of consumers. It is an indirect strategy aimed at capturing market segments whose needs are not being served by competitors.

The main purpose of introducing flanker brands is to hold customers without having to lower the price of main brand.Flanking strategy can be executed by targeting a geographical segment or a consumer segment/ group when the competitor is unwilling/ unable to retaliate.

Emergence of FMCG Sector in Indian Market

Fast Moving Consumer Goods are alternatively named as Consumer Packaged Goods. Items in this category include all consumables (other than groceries/ pulses) people buy at regular intervals. Products include in this category are meant for frequent consumption & have a high return.

The FMCG industry in India is one of the largest sectors in the country and over the years has been growing at a very steady pace. This sector broadly consists, personal care, household care, food & beverages.

FMCG Industry Classification

The FMCG industry is volume driven & is characterized by low margins. The products are branded & backed by marketing, heavy advertising, slick packaging & strong distribution networks. The FMCG segment can be classified under the premium segment & the popular segment. The premium segment caters mostly to the higher/upper class which is not as price sensitive apart from being brand conscious. The price sensitive popular or mass segment consists of consumers belonging mainly to the semi-urban or rural areas who are not particularly brand conscious. Products sold in the popular segment have considerably lower prices than their premium counterparts.

Consumer Behavior

Consumerbehaviour is a complex pattern & sophisticatedunderstanding for marketing research, but simply defined, study of psychological, social & physical actions who people buy, use & dispose products, service, ideas & practices. (Solomon 2006; Blackwell etal., 2001; Peter & Olson, 2008). Basic idea behind the consumer research was questioning of buying reasons, however researchers have to go deeper & also ask people how & in which circumstances they purchase and consume (Blackwell et al., 2001).

Leon G Shiffman defined consumer behaviour as the "Behavior that consumer display in searching for, purchasing, using, evaluating & disposing of products, services & ideas which they expect will satisfy their needs".

The study of consumer behaviour does not include reason for buying but also the consumption process of the consumer at large. In the entire process of buying consumer get driven by influences such as feelings, motivation, income, lifestyle, opinion, culture, personality etc.

FACTORS INFLUENCING CONSUMER BEHAVIOUR:

- ✓ Demographic Factors
- ✓ Cultural Factors
- ✓ Psychological Factors
- ✓ Social Factors
- ✓ Personal Factors

- ✓ **Demographic Factors:-** Under demographic force, consumer behavior varies between different groups of customers on the basis of demographic variables, such as age, sex, family size, marital status, educational level. For example, buying behavior of a young person & buying behavior of an old person varies.

- ✓ **Cultural Factors:-** People from different cultural background also pose different buying behavior. For example, the buying behavior of foods for a north Indian & a south Indian varies.

- ✓ **Psychological Factors: -** Under psychological force, population differs in terms of personality, life style, self-image etc. Customer's buying behavior also changes with the change in these variables.

- ✓ **Personal Factors:** - These factors play vital role in determining consumer behavior. Personal Factors vary from person to person in terms of income, lifestyle and education.

- ✓ **Social Factors: -** Buying behavior of an individual is also influenced by the type of family, reference groups and opinion leaders.

Introduction of Flanker Brands

A Flanker brand is a new brand introduced into the market by a company that already has an established brand in the same product category. The new brand is designed to compete in the category without damaging the existing item's market share by targeting a different group of consumers. This strategy, also called fighter branding or multi-branding, is used to achieve a larger total market share than one product could garner alone.

Companies with multiple brands in a single product category generally have the following types of products in their portfolios:-

- ✓ A premium brand that offers high quality at a higher price.
- ✓ One or more "value" brands offering a slightly lower quality or a different set of benefits for a lower price.

Need of Introducing Flanker Brands

Flanker branding is important because it allows a company to attract new customers from various market segments. The main brand of a company's portfolio should target the market segment containing the most consumers. Another brand can then be positioned to convert users from other market segments by using a different set of benefits or product characteristics.

A Flanking attack begins with identifying a consumer segment that's been underserved by the competition. The goal is not to create a demand, but to locate a market demand that's not being entirely met. Often- the consumer demand is simply for more options i.e., price, features, access, which is not offered because the businesses currently serving the demand have their focus in other areas.

Advantages to Developing a Flanker Brand

- ✓ Gain more shelf space for the company, which increases retailer dependence on the company's brands.
- ✓ Capture "brand switchers" by offering several brands.
- ✓ Companies with a high-quality existing product can introduce lower-quality brands without dilute their quality brand names.

HUL's Product List Targeting Different Income Level Consumers-

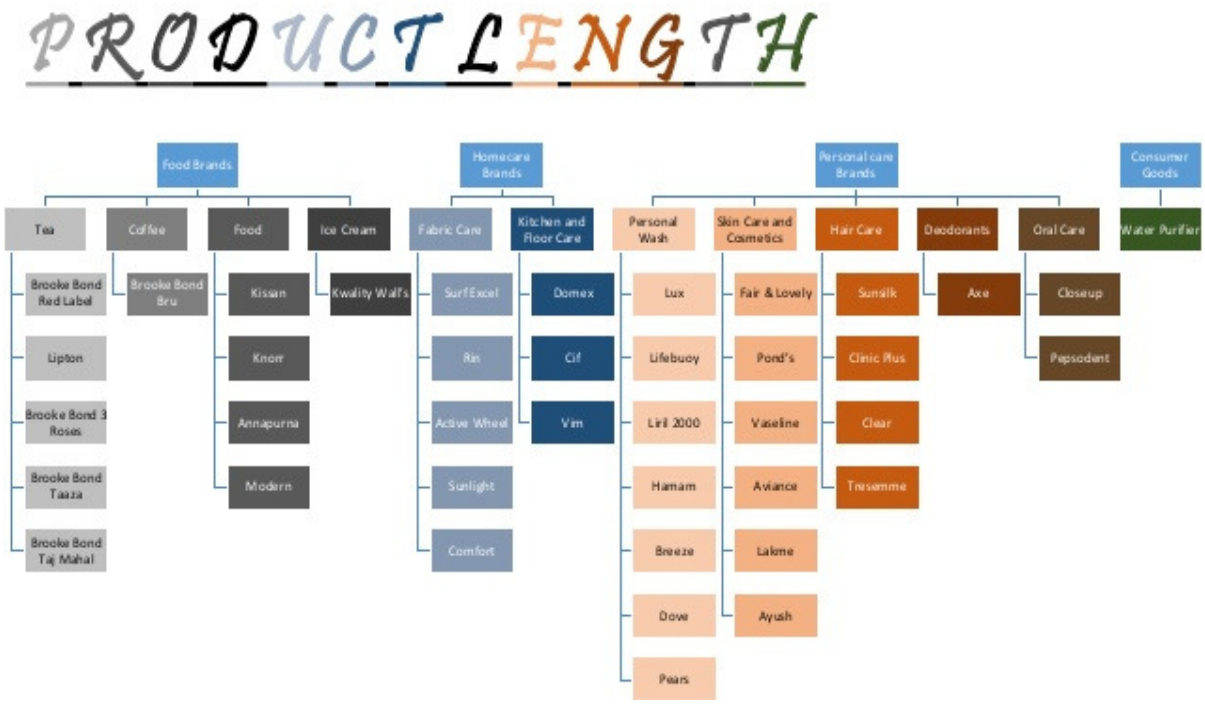
Product Category	High Income	Middle Income	Low Income
Home Care	Surf Excel	Rin	Wheel
Hair Care	Tresemme & Dove	Sunsilk	Clinic Plus
Oral Care	Close –up	Pepsodent	___
Personal Care	Pears & Dove	Lux	Breeze & Lifebuoy
Skin Care	Lakeme	Pond's	Fair & Lovely
Tea	TajMahal Tea	Lipton, Red Label & Brooke bond	Taaza Tea

COMPANY PROFIE OF HUL

Hindustan Unilever (HUL) is India's Fast Moving Consumer Goods Company, with leadership in Home & Personal care products, Foods & Beverages. HUL's brands, spread across 20 distinct consumer categories, touch the lives of two out of three Indians.

In 1931, Unilever set up its first Indian subsidiary, Hindustan Vanaspati Manufacturing Company, followed by Lever Brothers India Limited (1933) & United Traders Limited (1935). These three companies merged to form HUL in November 1956; HUL offered 10% of its equity to the Indian public, being the first among the foreign subsidiaries to do so.

Product Profile of HUL



Review of Literature

Year Wise Division of Reviewed Research Paper:

Year	No. of research paper
1999-2005	03
2006-2010	05
2011-2013	08
2014-2015	09

Geographical Area Covered in the Review:

National Journals	International Journals
12	13

According to Philip Kotler, "Flankers and fighter brands are positioned with respect to competitors' brands so that more important (and more profitable) flagship brands can retain their desired positioning. Marketers walk a fine line in designing fighter brands, which must be neither so attractive that they take sales away from their higher – priced comparison brands nor designed so cheaply that they reflect poorly on them".

According to American Marketing Association, "Flanking strategy is an indirect strategy which aimed at capturing those market segments whose needs are not being served by competitors. Flanking can be executed by targeting either a geographical segment or a consumer segment group that is not well being served by competitors, when the competitor is unwilling or unable to retaliate".

Kumar KarSurjit&DasguptaTina (2015), stated that, A flanker brand (fighter brand & fighting brand) is a lower priced offering launched by a big company to actually take on specific competitors. These brands are not launched like other brands, which keep the target segment in mind; these are created specifically to fight a threatening competitor and save the company's flagship brand. Flanker brands are positioned in the market in a way totally different from the flagship brand, keeping various reasons in mind. Flanker brands are mainly second order brands which are low priced. They discussed different dimensions of consumer perceptions regarding the fighter brand (Nima Rose) vis- a- vis the flagship brand

(NirmaBeauty) of Nirma. They explored strategic intent of Nirma for positioning flanker brands in an Indian context through a set of predesigned variables.

JostJ Peter (2013), analyse in his study that how a brand manufacturer can threat new entrants into its market. Three strategic options are considered, a price adjustment of the premium product (flagship brand), a quality adjustment of the premium product (flagship brand) & a portfolio adjustment of adding a fighter/flanker brand. In a basic setup, he analysed that the incumbent's best response to entry is to choose a portfolio adjustment. If, however, the incumbent is uncertain about whether the rival firm will enter the market, a price adjustment of the flagship product might be the better alternative if launching the flanker brand is associated with costs. Moreover, if technological progress improves the efficiency of product development, a combined quality & portfolio adjustment might be the best alternative for the incumbent.

SinhaAshish, SahqalAnna, MathurK. Sharat(2013), stated in their study "Category optimizer: A dynamic – assortment, New – product introduction, Mix – optimization and demand – planning system" that by introducing a flanker product in a new channel company is in the position to increase its profitability & revenue, earnings before interest & taxes & having a positive impact on its brand ranking. They suggested that flanker brand strategy should be implemented by proper planning with respect to competitor's brands so that (more profitable) flagship brands can retain their desired position in the market.

According to Chang Kuie Feng &YangHaoWei (2013), for the aggressive and invasive behaviour of a competitor, it is necessary for a firm to adopt strategies to protect its market share. The main aim of their study was to examine brand counter- extension strategy as a means of fighting back against strong competitors. Study applies a measure of conditions among competitors, namely market position &extension outcome, as well as firm's own technological capability, in order to develop the fight – back strategy of brand counter – extension.

Chang & Yang, found out in their study that two practical implications could be addressed to enable firms to utilize their competitors' conditions: **First**, To utilize the competitor's market position to enter a new market at the introduction stage of a product's life cycle; **Second**, to utilize the outcome of a competitor's brand extension to build support for a new product at

the growth stage of its life cycle. Brand appeal strategy with the aim of learning the degree of support & purchase intention of consumers.

Johnson P Justin &Myatt PDavid (2012), stated that multi – brand strategy, through branding process, seeks to provide the stage for a seller to introduce additional brands in the same product category for such purpose as evolving different features & for appealing to new buying motives. This strategy assists a firm to lock more distributional shelf space & protects its major brand (flagship brand) by introducing flanker brands. Stiko establishes different brand names for its high priced (Seiko lassalle) & low priced watches (pulsar) to protect its flagship brand.

According to RitsonMark, Associate Professor of marketing, Melbourne Business School, Australia **(2010),** Flanker brands are one of the oldest strategies in branding, dating back to the cigarette brands of the 19th century. The flanker brands are designed to create combat low – price competition. The flanker brand will damage or destroy the competition while opening a new market to complement existing sales. Before embarking on a flanker or fighter brand strategy, an organization must consider five key challenges:-

First- Company must start fighter brand campaign by questioning that it really afford to spend precious resources on a new, low priced brand?

Second- To prevent cannibalization. Most flanker brands are created explicitly to win back customers who have switched to a lower priced rival. The best flanker brand strategies, like P&G's use of Luvs in the diaper category, not only factor to the degree in which the brand will steal from its sister brand, but also include strategies to minimize the amount of cannibalization incurred. P&G specifically innovative factors from Luvs & invested heavily in its premium pampers brand.

Third- Company must prepare to actually create a fighter brand strong enough to compete with low priced rivals.

Fear of cannibalization often leads companies to overprotect their premium brands at the expense of the combative potential of their flanker brand. When Intel launched its Celeron Chip as a flanker brand against AMD's latest low priced processors, it was so concerned with protecting its premium Pentium line that it initially designed Celeron's performance to be so weak that it had no impact on the competition. This might be a lower – end brand from the

organization's perspective, but it still must have enough value to attract a segment of the market.

Fourth- While a flanker brand is designed to attack low – priced rivals, it also has to do so profitably or it won't maintain those attacks long enough to eventually win. This was the key mistake General motors made with Saturn, which successfully stole market share from Toyota & Honda but incurred huge operating cost. With GM losing $3,000 for every Saturn Car it sold, the company was forced to cut the production costs.

The final key to flanker brand success is market orientation. Normally, a successful brand has its genesis in the recognition of an unmet consumer need. But flanker brands originate with a specific competitor in mind. Company rarely encounter a strategy as initially alluring or ultimately disastrous as a fighter brand. Proceed with caution. But if company decided to launch a fighter/ flanker brand, proceed with aggression. As Teddy Roosevelt once observed, "The unforgivable crime is soft hitting. Do not hit at all if it can be avoided; but never hit softly."

Glynn S. Mark (2011) stated that, when introducing a second brand or flanker brand is an example of vertical extension. **Aaker(1991)** identifies two types of vertical extensions: an upscale extension or a downscale or step – down strategy. Introduction of downscale strategy leads to a reduced evaluation of the flagship brand. To overcome any negative effect on the flagship product, company must consider some distancing techniques between the flagship brands & flanker brands.

Pricing & Quality also plays an important role in the offerings of flanker brands as price sensitive consumers are more interested in value. Flagship products appear to benefit from deep price cuts, while flanker brands benefit more from everyday low pricing.

According to Harvard Business Review (2009), a fighter/flanker brand is designed to combat & ideally eliminate, low – price competitors while protecting an organization's premium – price offerings.

Philip Morris used the strategy in 1998, when a sudden devaluation of the ruble quadrupled the price of its internationally produced Malbaro Cigarettes in Russia, rendering them unaffordable to many smokers there. Rather than lose share to local competitors, the company concentrated its efforts on its locally made flanker brand bond street. When the

ruble's value returned to normal, consumers came back to Malboro, which had retained its premium pricing & brand equity.

Flanker/fighter brand strategy not only eliminates competitors but also opens up a new, lower end market for the organization to pursue. Most flanker brands are created explicitly to win back customers that have switched to a low price rival.

Kodak market share had dropped as many of its customers switched to Fuji color Super G Film, which was priced 20% lower than Kodak' best – selling Gold plus film. Faced with continuing losses in share, Kodak launched a flanker brand called Funtime, which sold at the same price as Fuji's offerings.

According to HyattJosh (2008), by introducing a "flanker brand" a low priced version of the flagship product, sold under a different name that will satisfy the appetites of price – conscious consumers.

According to marketing professor at Harvard Business School, John Quelch, "Bring flanker brand to just cater the recessionary environment". Due to this strategy, others may have no option but to cut their price or fiddle with packaging on existing brands.

Flanker brands have to achieve a delicate balance; being identified with the premium brand without cannibalizing it. P&G successfully developed Luvs to keep papers protected. Other brand name companies that unleashed flanker brands include Sony(Aiwa), Black & Decker (Dewalt) & Mars (KalKancat Food).

According to pricing strategist Reed Holden, founder of Holden advisors, states that aside from preserving the pricing purity of the main brand, flanker brand have another advantage: they block competitors from undercutting company's flagship brand. For instance, Motorola, which was slow to introduce low- end cell phones. So Nokia "Swooped in on the low end & attacked". It results that Nokia leads in market share.

As per Coffee industry consultant Andrew Hetzel, "Starbucks has seen the unlikely phenomenon of McDonald's becoming its archenemy as the burger chain rolls out its cheaper specialty coffees. McD definitely take some of the Starbuck's market share, it indicates that there are coffee drinkers who are looking strictly to economize.

Flanker brand will succeed only if it can be produced at a significantly lower cost than the flagship brand. If a flanker strategy isn't viable than it may be more productive to offer coupons, rebates and other incentives according to Rafi Mohammed.

Sometimes it is on the budget than a new launch because it requires less advertising & can leverage awareness from its flagship brand. When done well , flankers can boost the franchise & even be a success on its own, but if done poorly, a flanker can itself fail & also hurt the brand as a whole. The most important element of a successful flanker is olfactive distinction from the parent brand.

While flankers have proven a successful marketing alternative to investing large amount of time & money into a new brand, there are some potential pitfalls. Flanker brands are sometimes a short – term solution to a bigger problem, they can take away & possibly dilute the master brand's original positioning & can add to clutter if close in concept to parent or flagship brand.

Johnson & Myatt (2003), opined that an incumbent responds to competition by expanding its product line, often to include lower quality product called a "fighting brand". This happened when AMD's entry into the market for 386DX microprocessors, when Intel released the 486 SX as a companion to its higher quality 486 DX processor.

Flanker brands are extremely widespread. BPL introduced a flanker brand in color television market to take on competition from Chinese & local brands. The head of corporate from brand management at BPL noted that its flanker brand would be "a separate brand for the price – sensitive low end TV market." And in the Indian market for electronic fans, the growth in fringe competition led Usha to introduce a discount for called the Racer.

Table of Reviewed Papers/ Articles

Title	Author & Journal Name	Study Objective	Country/Geographical Area	Methodology	Research Gap
Fighter Brands & Indian Consumes : A study of Brand Narratives Using Ad	Kumar KarSurjit, Dasgupta Tina (2015), Indian Journal of Marketing Vol:45,Issu	To study the different dimensions of consumer perceptions regarding the fighter brand (Nima Rose)	Hyderabad, India	Focus group discussion was held under the controlled environment of a B-school.	An exploratory study can be done to test the hypotheses and explain the relationships existing between

Content Analysis	e 9	vis– a – vis the flagship brand(Nirma Beauty).			variables.
A Study on Consumer Behavior towards fmcg products with special reference to Personal Care Products	Kumaravel K., Vikkraman P.(2013),Life Science Journal, Vol. 2, Issue 10, ISSN: 1097-8135, Pg. no: 1524 – 1530	The main aim of this study is to measure the factors influencing consumer behavior towards purchase of personal care products under FMCG portfolio.	Coimbatore, India	**Sample Size**-200	If comparative analysis would have been done, more clarity may be acquired regarding the concept of consumer satisfaction & consumer expectations towards the products of leading FMCG Company's like HUL, ITC, P&G etc.
Category Optimizer: A Dynamic – Assortment, New product – Introduction, Mix – Optimization, &Demand planning system	SinhaAshish, Sahqal Anna, MathurSharat K (2013),Journal of Marketing Sciencevol 32, Issue 2, pg no: 221-228.	This study opined that by introducing the fighter or flanker brand product in a new channel company is in the position to increase its profitability, revenue & having a positive impact on its brand ranking.	California, United States of America	This study is based on secondary data.	Not specific milieu has been suggested for launching the flanker brand in the market.
Construction of Internatio	Godey Bruno, Lai Chantal	The main purpose of this study is to	France	**Research Method-** Longitudinal	This study only consider P& G product

nal Brand Portfolio: impact on local brands	(2011), Journal of Product & Brand Management, Vol 20, ISSN 1061-0421	analyze the strategies of brand portfolios affect performance &contradictory developments.		Case study method	portfolio, if other major FMCG firms are also take into consideration, various distinct insights can be achieved.
Success Factors for Second Brands in the Wine brand portfolio	Glynn S Mark (2011), Auckland University of Technology, New Zealand	The main purpose of this study to examine the success factors for second order brands within wine brand portfolios.	New Zealand	Review of Literature	It does not consider the factors like income, age, social status of consumers which also significantly affects the consumer preferences.
The Good Fight	Ritson Mark (2010), Marketing News, vol 4, Issue 2, ISSN: 0025-3790	The main aim is to discuss the use of fighter brands to offset low – price competition.	Australia	Review of Literature	Not any specific strategies are discussed with reference to any specific organization.
Should You Launch a Fighter brand	Ritson Mark (2009), Harvard Business Review, vol 87, Issue 10, pg. no-86-94, ISSN: 0017-8012	The main aim is to discuss the importance of launching fighter brands in order to protect a premium offering by combating & ideally eliminating its cheaper competitors.	Australia	Review of Literature	Not discussed the impact of fighter brands on organizations.
And in This Corner,	Hyatt Josh (2008), vol-24, Issue 11	The primary objective of this article is to	United States of America	Review of Literature	Not any specific strategy have been suggested

The Price –Fighter		discuss about the strategy which aimed to attract customers' price sensitive & to help companies cut price on their existing brands. Several companies have adopted this strategy including Procter & Gamble, Delta Airlines Inc., & Anheuser Busch Company.			which can be adopted by firm for the succession of fighter brands.
Build Your Brand by thinking like a Fighter	Lindsay Marsha (2008), vol 79, Issue 23, ISSN 0001-8899	In this article, author suggests that each & every organization tries to launch a new product which acts as a fighter in order to protect the share of flagship product from its rivals.	Madison, Wisconsin, United States of America	Review of Literature	The whole emphasis was laid down on launching fighter brand/flanker brand but without knowing the consumer preferences it is not possible to position the product into the market.
Flanker Fever is Rampant	Bolan Cristen (2005), Global Cosmetic Industry, vol 173, Issue 10, pg. no- 22-26	This article focused on the importance of launch flanker brand rather than launching new product.	United States of America	Review of Literature	An explanatory study can carried out to test the hypotheses & explain the relationship existing among the variables.
Multiprod	Johnson	In this article,	United States	Descriptive	This study was

uct Quality Competition: Fighting Brands & Product line Pruning	Justin P, Myatt David P (2003), American Marketing Review, vol 93, Issue 3, ISSN 0002-8282	the importance of product line pruning and launching flanker brand is discussed by the author.	of America	& Analytical study	conducted from theoretical point of view. Not any managerial implications were considered by author to draw out the valuable results and suggestions.

RESEARCH GAP

A plenty of research study has been carried out to understand the consumer buying behaviour & their preference towards Fast Moving Consumer Goods among various leading manufacturing FMCG firms viz, HUL, ITC, P&G, Dabur, Nestle, etc. But not any specific research study has been done to know the impact of launching flagship & flanker brands& consumer buying behaviour towards the same.

SCOPE OF THE STUDY

The proposed study aims at understanding the association among consumer buying behavior& flagship and flanker brands regarding Fast Moving Consumer Goods with specific reference to HUL. The consumer buying behavior will be taken into account with the help of **Primary Data (Questionnaire)**& in some spheres **Secondary Data (Books, Journals,Magazinesetc.)** would also be relied upon for the proposed study.

RELEVANCE OF THE STUDY

This study will help to understand the buying behavior of consumers towards flagship & flanker brands with regard to the product – mix of HUL. Some studies have been carried out to understand the concept of flagship & flanker brands & mostly the earlier studies that are found had been conducted outside India, hence this study is proposed to be conducted in India & to be more precise in**urban areas of Jaipur & Pune city.**

THEORETICAL FRAMEWORK

This theory is based on three main variables that forms base for the study and their interconnection is required to be found in order to arrive at the results of the study and these three pillars are:

Independent Variable- Consumer Buying Behavior

Mediating Variable- HUL

Dependent Variable- Flagship & Flanker brands

Research Questions

- ✓ What are the various marketing strategies which are adopted by HUL to be market leader?
- ✓ What is the impact of launching flagship & flanker brands on consumers & how it affects consumer's buying behaviour?
- ✓ How to identify the preference of consumers towards flagship & flanker brands?
- ✓ What are the various factors which affect the purchasing decision of consumers towards flagship & flanker brands?
- ✓ What is the impact of advertising of flagship & flanker brands on consumer buying behaviour?

Research Objectives

- ✓ The main objective is to find out the various marketing strategies which are adopted by HUL to be market leader.
- ✓ To identify the preference of consumers towards flagship & flanker brands.
- ✓ To analyse the impact of launching flagship & flanker brands on consumer buying behavior.
- ✓ To identify the various factors which affects the purchasing decision of consumers towards flagship & flanker brands.
- ✓ To identify the impact of advertising of flagship & flanker brands on consumer buying behavior.

Hypotheses

H_0: There is no significant difference in consumers buying behavior towards flagship & flanker brands.

H_1: There is a significant difference in consumers buying behavior towards flagship & flanker brands.

$H_{0:}$ There is no significant impact of income level on consumers while making purchasing decision regarding flagship & flanker brands.

$H_{1:}$ There is a significant impact of income level on consumers while making purchasing decision regarding flagship & flanker brands.

$H_{0:}$ There is no significant impact/influence of gender on consumers while making buying decision regarding flagship & flanker brands.

$H_{1:}$ There is a significant influence of gender on consumers while making buying decision regarding flagship & flanker brands.

$H_{0:}$ There is no significant impact of age on consumers while making purchasing decision regarding flagship & flanker brands.

$H_{1:}$ There is a significant impact of age on consumers while making purchasing decision regarding flagship & flanker brands.

RESEARCH METHODOLOGY

RESEARCH DESIGN

The proposed study will be based on the following research design:

Exploratory	Descriptive	Empirical
Review of Literature has been undertaken.	Presentation of data as it will be derived.	Hypothesis testing would be done.

DATA COLLECTION

Data will be collected from consumers through structured questionnaire. The Secondary data will be collected through research publications, standard journals, periodicals & web.

UNIVERSE OF THE STUDY

Universe for the proposed study will be the adult consumers of urban areas of Jaipur & Pune cities.

SAMPLE DETAILS

Population of Jaipur City

	Total	Male	Female
Population of Raipur	66,26,178	34,68,507	31,57,671
Rural	31,54,331	16,42,924	15,11,407
Urban	34,71,847	18,25,583	16,46,264
Below 18 (Urban)	12,26,134		
Above 18(Urban)	22,43,282		
Age not state	2.431		

Source: censusindia.gov.in

Population of Pune City

	Total	Male	Female
Population of Pune	94,29,408	49,24,105	45,05,303
Rural	36,78,226	19,03,440	17,74,786
Urban	57,51,182	30,20,665	27,30,517
Below 18(Urban)	16,38,266		
Above 18 (Urban)	40,86,782		
Age not state	26,134		

Source: censusindia.gov.in

Sampling Process Undertaken

1	Identifying the target population	Urban consumers
2	Specifying the sampling frame	Adult consumers
3	Specifying the sampling unit	Urban consumers of Jaipur & Pune City
4	Specifying the sampling method	Convenience Sampling
5	Determining the sample size	Krejcie Morgan Formula

Application of Sampling Formula

Krejcie Morgan Formula

For infinite population-

$$\text{Sample size} = \frac{Z^2 x p x (1-p)}{C^2}$$

Confidence Level = 95 %
Confidence Interval = 5%
Proportion = 5%
Population = 63,30,064

$$= \frac{(1.96)^2 \times 0.5 \times 0.5}{(0.05)^2} = 384.16$$

New Sample Size = Sample size
1+ (Sample Size-1/ Population)

= 384 .
1+(384- 1/63, 30, 064)

= 384

Determined sample size is 384, but opted sample size is 600 as 384 is small number of sample for analysing the consumer buying behavior.

TOOLS & TECHNIQUES

Suitable test will be applied on the study with the help of SPSS software.

LIMITATIONS

Although this stage is too early to discuss the limitations of the study but some general limitations of the proposed study that can hinder the accuracy of the results can be:

- ✓ The conclusions drawn in the proposed study cannot be stated as universally acceptable.
- ✓ The answers of the respondents will be regarded as true.
- ✓ Some part of the data will also be collected from different websites and can pose an issue to the accuracy of the results.

Scheme of Chapterization

Chapter	Topic	Page No.
	List of Tables	
	List of Figures	
	List of Abbreviations	
1.	**Introduction**	
1.1	Introduction	
1.2	Emergence of FMCG sector in India	
1.3	Consumer Behaviour	
1.4	Factors influencing consumer behaviour	
1.5	Consumer Buying Behavior Process	
1.6	Flagship Brands	
1.7	Flanker Brands	
1.8	Need of introducing flanker brands	
1.9	Advantages to developing a flanker brands	
1.10	Company profile of HUL	
1.11	Product-mix of HUL	
1.12	Flagship & Flanker brands of HUL	
2.	**Review of Literature**	
2.1	Review related to consumer buying behavior regarding FMCG products	
2.2	Review related to HUL's product profile	
2.3	Review related to flagship brands	
2.4	Review related to flanker brands	
2.5	Review related to the impact of introducing flagship & flanker brands on consumers buying behaviour	
3.	**Research Methodology**	
3.1	Research Gap	
3.2	Relevance of the study	
3.3	Need & Significance of the study	
3.4	Objectives of the study	
3.5	Hypotheses	
3.6	Scope of the study	
3.7	Universe of the study	
3.8	Sample Selection	
3.9	Tools	
3.10	Data Collection	
3.11	Processing of Data	
3.12	Statistical Analysis	

4.	**Descriptive Analysis & Interpretation**	
5.	**Conclusion**	
5.1	Conclusion & Findings	
5.2	Suggestions	
5.3	Application of Research	
5.4	Limitations of the study	
5.5	Scope for further research	
	Bibliography	
	References	
	Webliography (Websites)	
	Appendices	

References:

- ✓ Kumar KarSurjit, Dasgupta Tina (2015), "Fighter Brands & Indian Consumes: A study of Brand Narratives Using Ad Content Analysis", Indian Journal of Marketing Vol- 45, Issue 9, pg. no: 7-21

- ✓ Kumaravel K., Vikkraman P.(2013), "A Study on Consumer Behavior towards fmcg products with special reference to Personal Care Products", Life Science Journal, Vol. 2, Issue 10, ISSN: 1097-8135, Pg. no: 1524 – 1530

- ✓ SinhaAshish, Sahqal Anna, Mathur K Sharat (2012), "Category Optimizer: A Dynamic – Assortment, New product – Introduction, Mix – Optimization, &Demand planning system", Journal of Marketing Science vol 32, Issue 2, pg no: 221-228.

- ✓ Godey Bruno, Lai Chantal (2011), "Construction of International Brand Portfolio: impact on local brands." Journal of Product & Brand Management, Vol 20, ISSN 1061-0421

- ✓ Glynn S Mark (2011), "Success Factors for Second Brands in the Wine brand portfolio" Auckland University of Technology, New Zealand

- ✓ Ritson Mark (2010), "The Good Fight", Marketing News, vol 4, Issue 2, ISSN: 0025-3790

- ✓ Ritson Mark (2009), "Should You Launch a Fighter brand" Harvard Business Review, vol 87, Issue 10, pg. no- 86-94, ISSN: 0017-8012

- ✓ Hyatt Josh (2008), "And in This Corner, The Price –Fighter", vol- 24, Issue 11

- ✓ Lindsay Marsha (2008), "Build Your Brand by thinking like a Fighter", vol 79, Issue 23, ISSN 0001-8899

- ✓ Bolan Cristen (2005), "Flanker Fever is Rampant", Global Cosmetic Industry, vol 173, Issue 10, pg. no- 22-26

- ✓ Johnson P Justin, Myatt P David (2003), "Multiproduct Quality Competition: Fighting Brands & Product line Pruning", American Marketing Review, vol 93, Issue 3, ISSN 0002-8282

Text Book:

- ✓ Leon G SchiffmanLazerkanuk, "Consumer Behavior", Prentice Hall of Pvt. Ltd., eight edition

- ✓ Philip Kotler, Kevin Lane Keller, Abraham Koshy, MithileshwarJha (2013), a South Asian Perspective on Marketing Management, Edition-14, and ISBN: 978-81-317-6716-0

Web Resources:

- ✓ http://www.casestudyinc.com/
- ✓ http://www.mbaskool.com/
- ✓ https://www.hul.co.in
- ✓ http://censusindia.gov.in/